



OPEN GATES COUNSELING GUIDE

IMS PRIVATE SCHOOL

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Fostering self-awareness

One of the most important factors in building ones' self esteem and confidence is their self awareness. But what exactly is it, why is it important and how can you become more self aware? **Being self aware is knowing:**

- ✚ What you want in life
- ✚ Know your strengths and weaknesses
- ✚ What motivates you and makes you happy
- ✚ What you want to change about yourself
- ✚ Your achievements so far
- ✚ How you relate to others
- ✚ Your most important beliefs and values
- ✚ How you see yourself as a person

Why is self awareness important?

If you want to change your life in any way you need to know yourself before you can act. In addition, being self aware means that you will be in a better position to choose a suitable career and lifestyle which will satisfy you. Becoming self aware does not mean being selfish – it is simply a stepping stone in reaching your true potential and living a life full of purpose and meaning. Self-awareness is important because its goal is to make us ask ourselves questions that help us gain a better understanding of our inner worlds, emotions, strengths, weaknesses, etc. This is an important skill to master (self-awareness) but it is also necessary for personal development.

Self-awareness helps:

- ✓ differentiate between 'thoughts' and 'feelings'
- ✓ the process of self-reflection as an ongoing part of the everyday life
- ✓ Us to perceive openly and with acceptance the opinions of others

According to **Daniel Goleman** the competencies associated with self-awareness are:

- ✓ Emotional self awareness: recognizing your emotions and the impact they have on your life.



- ✓ **Accurate self-assessment:** identifying your strengths and limitations.
- ✓ **Self-confidence:** knowing your self-worth and capabilities.

Self awareness is the essential building block for emotional intelligence. Becoming self aware is a journey we'll probably spend a life time learning about ourselves. But as we improve self awareness we also improve our experience of life, create opportunities for better work life balance, become aware of our emotions, and improve our ability to respond to change

In order for you to get to know your emotions more - (Self-Awareness)

Learn the difference between “thoughts” and “feelings

- ✓ It is extremely important to know the difference between "I think" and "I feel" if you want to know yourself better.
- ✓ Exercise the following self-control question: "Is the conclusion I'm making driven by thought or by feelings?"
- ✓ For example, "If I rely on the assessment I got on this competence, the evaluators must have not read my questions correctly."
- ✓ "I'm worried about the result I have received on this competence and I have to look for clarification of the circumstances."

Ask yourself how you feel all day long

Does your heart flick at a fast pace or you fail to get enough air?

Do you feel unusually disinterested in working on the project you created yourself?

Ask yourself the question: When you feel a lot of tension, ask yourself the question: "What is the feeling behind these reactions?" and name it – fear, anxiety, impatience, euphoria ... Whatever the emotion, it is better to face it right away instead of ignoring it. Choosing to act like the emotion is not there will only make it come back later in time.

Be open and accept the opinion of others.

Friends and colleagues can often give us feedback about our behavior. Unlike us, they can judge more clearly how our behavior looks and determine whether we look authentic and honest. Let that role be taken by someone you can trust, someone who will be open and honest with you.

Motivation



Motivation is the reason for people's actions, desires, and needs. It is also one's direction to behavior, or what causes a person to want to repeat a behavior. So, when it comes to motivating yourself, tapping into what you need and how you want to be treated is a key factor. "What's in it for me?" offers a valuable approach to begin. From this perspective we are all motivated by personal interest, and want to see the value in what we are doing.

Daniel Goleman identified four elements that make up motivation:

- ✓ Personal drive to achieve, the desire to improve or to meet certain standards;
- ✓ Commitment to personal or organizational goals;
- ✓ Initiative, which he defined as 'readiness to act on opportunities';
- ✓ Optimism, the ability to keep going and pursue goals in the face of setbacks.

Skills involved in Self- Motivation

- Setting high but realistic goals.
- Taking the right level of risk.
- Seeking constant feedback to work out how to improve
- Being committed to personal or organisational goals and going the 'extra mile' to achieve them.
- Actively seeking out opportunities and seizing them when they occur.
- Being able to deal with setbacks and continue to pursue goals despite obstacles

Keep being Motivated: Finally, it is important to keep track of what you want to achieve and stay motivated to do so.

Howard Gardner is a Professor of Education at Harvard University and a developmental psychologist with studies on Human cognition and Human potential.

- Gardner expanded on the three general types of intelligences or abilities - often viewed as visual, auditory and kinesthetic

- ✓ Initially 6 types of intelligences
- ✓ Now 9 types of intelligences

- **The intelligences relate to a person's competency, ability, and their natural intellectual strengths**



1. **Verbal-Linguistic** (well-developed verbal skills and sensitivity to the sounds meanings and rhythms of words)
 2. **Logical-Mathematical** (ability to think conceptually and abstractly, and capacity to discern logical and numerical patterns)
 3. **Spatial-Visual** (ability to think in images and pictures to visualize accurately and abstractly)
 4. **Bodily-Kinesthetic** (ability to control one's body movements and to handle objects skillfully)
 5. **Musical** (ability to produce and appreciate rhythm, pitch and timbre)
 6. **Interpersonal Intelligence** (capacity to detect and respond appropriately to the moods, motivations, and desires of others)
 7. **Intrapersonal** (capacity to be self-aware and in tune with inner feelings, values, beliefs and thinking processes)
 8. **Naturalist** (ability to recognize and categorize plants, animals and other objects in nature)
 9. **Existential** (sensitivity to tackle deep questions about human existence – such as 'what is the meaning of life?')
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Curriculum vitae

- Is the first assessment in the hiring process - whether it ends up in the "consider file" or the "reject file" – which may take less than thirty seconds.
- Each person needs to know how to review, summarize, and present his experiences and achievements in a limited (usually max 2 pages) way..
- Should be considered more of a “living document” in need of constant updating.
- Usually, people in the selection process have a pile of thousands CVs from which they will probably select (only) five to ten interviewees. In this sense if the CV is hard work to read, unclear, badly laid out and containing irrelevant information, selectors will just move on to the next CV.

Building a CV

- ✚ Selecting appropriate template – format
- ✓ Internet and modern literacy provides a broad selection of CV templates to address every candidate's CV needs.



- ✓ Each candidate has the opportunity to select resume headings that are relevant to his particular background and that would help him to effectively promote his skills and experience to the potential employers.
- ✓ All the available templates are organized into Chronological, Functional, Combined, New Graduate (Entry Level) formats. Any of these templates (based on candidate's experience and career aspiration) can be used to produce an effective Curriculum Vitae.
- ✓ Recently there is an increasing demand for the Europass CV template which helps the candidate to present his skills and qualifications effectively and clearly. Through the relevant website: <http://europass.cedefop.europa.eu> there is a possibility of downloading the template in all the European languages, examples and relevant instructions.

Basic Components of CV

The basic components of a C.V. can be adjusted according the “status” of the candidate. Note that the contact information and career objectives always come first. The other sections can be presented in the following order always according to the position for which the candidate is applying for.

1. Personal data: The candidate should include all his personal information and basically name, address, phone number, and e-mail address and possibly any professional social media presence (usually reference to more professional channels e.g. LinkedIn). You don't have to include your date of birth, due to age discrimination rules.
2. Career objective: An objective tells potential employers the sort of work that the candidate is hoping to be involved in. A concise statement indicating the career goals of the candidate is recommended if there are specific career desires.
3. Work experience: Each candidate should complete this part of his CV in reverse chronological order, putting his last (or recent) job at first place and work backward to his first). It should include dates of employment, title of position, name of organisation, location of work and a particular description of the work responsibilities with emphasis on specific skills and achievements. When describing work experience, the candidate must be sure to make a reference to the responsibilities and the main tasks that he undertook during his experience.
4. Education: You should list the degree received plus your major area of study. The candidate can list his degrees and years of study in reverse chronological order (if the candidate hasn't yet received his degree, he can put the expected date with “expected next” or “to present” beside it).
5. Languages: At this stage the candidate can list the languages and the level that he is familiar with: "Fluent in French, proficient in English, knowledgeable in Spanish". The candidate should be very precise with the level of proficiency that he is indicating in his CV.
6. Computer skills: The candidate should make special reference to the computer programs that he is familiar with and might be very important and relevant with the proposed job vacancy



7. **Communication skills:** The candidate should make a reference about his communication skills with clear justification how these skills were acquired. It is important for the candidate to make the reference to those skills that are particularly important for the position he is applying for.
8. **Organizational skills:** Similarly the candidate at this section should make a reference about his organizational skills with clear specification about the context that these skills were acquired.
9. **Professional skills:** The candidate should indicate any potential professional skills that acquired in the past which can upgrade his professional profile (e.g. certified user of sign language).
10. **Professional Associations:** If the candidate belongs or has belonged in the past to one or more professional associations that are relevant with the vacancy then he should list them. Such participation in associations demonstrate an interest and commitment to the field.
11. **Seminars/Workshops/Conferences:** At this section of the CV the candidate should list his participation in various training and educational activities that are relevant to the job that the candidate is looking for.
12. **Honors & Awards:** If someone has been recognised for excellence or for an important contribution, he can consider this category, otherwise please ignore it. They should be significant, relevant and current.
13. **Interests:** Although this section cannot be considered very important, very often employers will look at it carefully, especially if the candidate's work experience is limited. This reference should be one or two lines about the candidates outside interests, sometimes the candidate can add interesting information to the interview and may spark conversation.
14. **References:** Unless the candidate is applying for an academic position, or the job posting requests it, the candidate should not include references his C.V. Instead, the candidate may write "References available upon request" at the end of his C.V. Therefore the candidate should be prepared to provide references to a potential employer at any time. The candidate should "pay" careful consideration to his choice of references, as some will be more appropriate to an employer than other

General Guidelines in writing a CV

There is no one curriculum vitae applicable for all the available job vacancies. In general, it is advisable for the candidate to adjust his CV for different job applications attempting to make its content as relevant to the job description as possible.

- ✚ The critical success factor for the candidate is to identify and adjust the skills and the experience that the employer is looking for.
- ✚ The candidate should ensure that his CV's content is targeted towards specific employment objectives without including any extraneous or irrelevant material.



- ✚ There is no any particular rule concerning the template that the candidate should utilise. Unless there is a limitation from the job advert (e.g. Europass) the candidate is free to make use of the format that he is interested in order to demonstrate that he is a suitable candidate.
- ✚ Always ask someone to review your CV
- ✚ The use of “power”-active verbs is suggested since it provides evidence that the candidate undertook the necessary action (e.g. "accomplished," "achieved," and "managed") implying that the candidate is active person willing to take where necessary, the related initiatives.

Dos and Don'ts

DOs

- ✓ Be brief - a two page resume is ideal
- ✓ Prepare CVs for individual companies
- ✓ Customize your resume for your job target
- ✓ Use action verbs/ positive words – it will create strong impact. eg. motivated, monitored, creative, analytical, coordinated etc.

Don'ts

- Avoid folding your CV
- Don't include irrelevant information – previous Salary, unroofed awards, prizes and publications etc. Say what you did, not what you think
- Personal information – marital status, religion, health, native place etc.
- Avoid unusual font size, stylish letters, graphics, underlining and unusual spacing etc.
- Avoid repeating information
- Avoid personal pronouns (I, my, me)

Cover Letter and its usage

- It is recommended for the candidate to prepare and send his expression of interest for a job advert by attaching both the cover letter and the C.V. separately in an email in Word or PDF format.
- It is very important for the candidate to keep a record of the cover letters that he has sent and the associated job applications.
- It is not just a typical expression of interest for a specific job vacancy. It is a writing sample, where grammar, writing and sentence and paragraph structure is very important.
- Unless there is a specific notice in the job advert the candidate should limit the content to one page length.
- If there is not any job vacancy the candidate should prepare a cover letter as well.



Appeal to company values, attitudes, goals, projects, etc. Explain how you will help the organization. Elaborate on the information in your resume. Provide evidence of your qualifications. Proofread carefully for grammatical errors

Technical details for preparing your own cover letter:

- ✓ Use standard one-inch margins on all sides of the document.
- ✓ All the paragraphs should be aligned to the left of the page while at the closing part of the letter it should contain three spaces between the closing phrase (such as “Sincerely”) and the typed name.
- ✓ Finally all the margins should be balanced and the content centered within the page.

Don't forget that the main TARGET is to: **Be invited for an interview!**

Therefore the Cover Letter:

- Should be brief and interesting
- Should not be a carbon copy of your resume
- should highlight what you'll bring to the job
- Should be job specific

Importance of cover Letter

- Candidate's motivation for the role, aspirations, suitability for the job and qualifications should be reflected in a Cover Letter.
- With the Cover Letter that should always accompany the CV the candidate has the opportunity to provide a first positive impression to the potential employers representing all the key characteristics of his background and profile attempting to give the employers a positive first impression.
- Basic objective of the Cover Letter is to introduce the candidate to a potential employer and to state his interest in an organization or a specific job position.
- Because this particular letter constitutes the candidates' first introduction to an employer and because this first impression counts significantly, the candidate should pay particular attention to the preparation of an impressive and effective letter that would provide him “access” for a potential interview.
- It provides the best opportunity for the candidate to demonstrate his ability to write, communicate and articulate his ideas effectively.
- There is no one simple format that the candidate can use. In addition to the target company and the job requirements the letter should be adjusted accordingly with the appropriate content, format, and tone in each case.



Preparing Cover Letter

Make sure you address the letter to a specific person if possible (preferably the interviewer)

The header part: be sure that you have included all the necessary information with prompt and professional way (don't forget the date)

Introductory paragraph: this is the first, opening paragraph of the cover letter where the candidate should answer to the question who he is and why he is sending the letter (is this a specific job or just a general application that he is interested?).

Purpose:

- ✓ Get the reader's attention
- ✓ Introduce yourself
- ✓ Explain purpose of letter
- ✓ Explain why you are interested in the position or the company
- ✓ Determine both the job post and the "source" where you heard about the present opening and the reason you want the job
- ✓ Explain how you will help the organization
- ✓ Preview the rest of the letter

Main paragraph(s): Highlight skills and benefits to the company Emphasize interest in the company Include specific, credible examples qualifications for the position Begin paragraphs with topic sentences

Candidate:

- Should describe how your work experience and training is perfectly related to the job that you are applying for.
- Should include justified data or accomplishments that clearly show that the candidate obtains the necessary specific qualifications for the job vacancy.
- Should include information and data that provide clear evidence about your experience (knowledge) on the industry, the organization and all the related (business) issues.
- Is important to highlight only the most important and relevant with the vacancy (or the company) information focusing only to the points that the employer will identify them as important.
- Should know that the content of this part of the cover letter should not exceed the 2-3 paragraph limit.

Final-concluding paragraph:



The candidate:

- ✓ Should express his willingness to cooperate with the organization (e.g. “... become member of your team”).
- ✓ Should mention that his CV is enclosed and also to mention his intention to follow up the application.
- ✓ Should express his availability for a potential interview thanking the evaluator for his/her time and consideration.

Closing paragraph: (example) “I would kindly appreciate if you could provide me the opportunity to discuss these and other qualifications with you to further and to explain you how I can contribute to your organisation “Name of the Company”..... I look forward to meeting you soon. If you have any questions, please call me at +00000000000005 or you can e-mail me at oooo@gmail.com”

Closing and signature:

- The Cover Letter should end with the phrase: “yours sincerely”.
- The name should be after that with some space for a potential signature (if the letter is hard copy).
- Also if it is necessary (according to the job advert) the candidate should indicate if there is enclosure especially if there is a need for additional documents (e.g. letter of references, certificates, etc.)

Process for a successful Job Search

Internal analysis: Self-Knowledge

- Determine your values - What work settings and employers will satisfy what’s important to you?
- Determine your interests - What type of position will allow you to engage in work activities you enjoy?
- Determine your skills and competences- What type of position will draw on your strengths?

External analysis: Career preferences

- Hours of work - Do you want to work full or part time?
- Travel limitations- What’s the maximum amount of time you are willing to travel to and from work? Do you want to drive or use public transportation?
- Physical demands - Are you willing and able to perform physical labour?



Familiarizing with the modern labor market:

- ✓ What Type of jobs are you looking for?
- ✓ What Type of employers?
- ✓ What Geographical location?
- ✓ What Type of setting?

What employers require from candidates:

- ✓ Communication skills (verbal and written)
- ✓ Work Experience
- ✓ Motivation/initiative
- ✓ Teamwork skills
- ✓ Leadership abilities
- ✓ Strong Academic Skills

Searching for companies and organizations

- Begin to create a list of companies and employers that match your job search goal.
- These careers would be the ones you are interested in and are located where you would like the work. Establish a record-keeping system to follow-up appropriately and in a timely fashion.
- Manage your Time effectively and avoid duplication of effort.

Helpful tips for job search

- ✓ Deal with the hiring person
- ✓ Be flexible
- ✓ Be patient
- ✓ Capitalize and/or develop your personal network
- ✓ Be enthusiastic
- ✓ Have faith in yourself

Preparing for a Job Interview

The job interview is one of the most widely used staff selection methods, especially in the private sector and of course it constitutes one of the most critical processes in trying to find a job

- [Basic categories of job interview](#)



✓ Interview by one person, ✓ Interview with committee / panel interview, ✓ Telephone interview

- The employer's goal through the interview is to personally see whether the features you've shown with your CV are in line with the requirements of that particular position or not.
- Don't forget that you have been contacted for an interview it means you have already won some impressions and there is a positive interest in you! For this reason, you are equipped with: **Courage, Confidence, Good mood and Optimism!**
- Even in this first telephone conversation you have to be very formal and kind, do not forget that you have to win the interviewer over.
- You should be well informed not only about the requirements of the particular job but also about the company in general, thus you need to study in detail the specific job. In this case all the possible sources of information might be : ✓ Internet (google) ✓ Networking
- Read your resume well, so be prepared to answer questions about some of his points. The basic rule is to approach every interview professionally, and with genuine interest.
- By simulating a real interview situation you will boost your level of confidence and prepare yourself for the "real" interview. This practice will also help ease some of the nerves that interviews typically generate

Before the job Interview:

Search

- The job description tells you what is expected of you on the job. It outlines the required skills, responsibilities, and qualifications for the job.
- Research the company's profile and background. Start by looking into their future goals and plans. Conducting the interview with this in mind will make you seem like a good long-term investment. You should also be ready to talk in depth about the industry, the organization, and the position you are applying for.

Think of questions to ask

- It is a good idea to come prepared with at least three thought-provoking questions to ask your interviewer. (Avoid asking anything that could be easily answered through a quick internet search or you will simply come across as lazy.)

The day of the job Interview:

Dress code



In any workplace, your wardrobe is a sign of your professionalism and is sometimes used to gauge your level of competence. Regardless the type of job it's always better to be formal. Both men and women should choose subdued colors (blues, brown, grey, black).

- **Women:** dressing professionally means wearing a smart knee-length skirt suit in a dark color, along with sheer, non-patterned hosiery, closed toe shoes and subtle makeup.
- **Men:** Choose a white shirt, dark-colored suit and tie and dark-colored shoes Applicants in the service sector may sometimes be invited to wear business casual to an interview, although business formal is optional and usually best.

Useful tips

- ✓ Make sure that you will be in the interview with the best possible shape. Make sure you know exactly how to get there and, if you drive, just where to park so that you can arrive 10 to 15 minutes before the scheduled interview time.
- ✓ Go to bed early the day (or the days) before the interview so that you look rested and healthy on the big day.
- ✓ Bring an extra copy of your resume, CV, and/or references in case your interviewer wants to go over any points with you or neglects to bring their own copy.
- ✓ Show courtesy to everyone during the interview. This means everyone from the reception staff to the interviewer herself. You never know who has input in the hiring process, and you can only make a first impression once.
- ✓ Look everyone in the eye and smile. Looking people in the eye will telegraph alertness, and smiling will signal friendliness. •Speak clearly and say "please" and "thank you." Make sure the people you talk to during the interview can make out what you're saying. Talking audibly, with good enunciation, tells people you're confident, while good manners tells them you're considerate of other people.
- ✓ Don't spend your time on your phone or electronic device while waiting. In fact, switch it off!!!
- ✓ Keep things simple and short. Stick to what you know well, and keep things short and sweet.
- ✓ Be aware of your sense of humor. Don't use slang or off-color humor during your interview. It's important not to say "awesome" or "rad" during an interview. It's also a good rule to avoid off-color humor; you never know when someone might take offense, and it's best not to risk it.
- ✓ Talk about what other people think you do well. Don't add the preamble, "My friends think I'm a competent social organizer." Just go out and say it with the right touch of confidence and humility. Women tend to underestimate their overall job performance so be aware of that before you second-guess or undercut yourself, because it's unlikely to get you a job.
- ✓ NEVER criticize your former employer. When you're talking about your past experience, be courteous about your former places of employment. Be honest about your experience — what



you liked and disliked — but don't indict your former boss unnecessarily. Your class and restraint will shine through

- ✓ Be personable. Being personable is about getting the interviewer's emotional side to like you and believe in you. Employers don't always hire the candidates most qualified for the job, but rather the candidates they like the best.

What YOU can ask:

- ✓ Training programs
- ✓ Career development opportunities
- ✓ Types of projects & responsibilities
- ✓ Reporting structure
- ✓ Performance appraisal
- ✓ Profile of staff
- ✓ Questions about topics raised in interview
- ✓ What happens next?

After the job Interview:

- ✓ Shake hands with the interviewer and exchange pleasantries. Try to invest some feeling into the handshake and pleasantries, even if you think you bombed the interview.
 - ✓ Hold your head high and keep your cool. Your emotions are probably teetering at the highest of highs or the lowest of lows, but try to stay measured.
 - ✓ If you have a good feeling about the position, it's appropriate to ask, "When can I expect to hear back from you about the position?" This will prove important later on.
 - ✓ Follow up with the interviewer at the appropriate time. You should have received some information about when you could expect to hear back from the employer. The standard time is about two weeks, but it can depend. •Review own performance. what went well and what went badly
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Social Media for job application

Most employers and recruitment agencies today are using social media to source the right candidates, which means it should be a big part of your job search strategy.

On-line social network sites have become an essential forum to advertise your skills and allow you to establish your social brand, network with people online, identify job opportunities, and turn those leads into real-life job opportunities.



By using social media sites in your job search you can increase the visibility of your professional profile and be seen by the wider world. It puts your skills and experience into the public domain and provides opportunities to network online with professionals from all kind of different employment sectors

Common Social Platforms

LinkedIn

- ✚ [LinkedIn](#) can be a valuable tool in your job search as businesses, recruiters and head-hunters will use LinkedIn to search for candidates for particular jobs and then approach them directly.
- ✚ If you are actively job searching it is essential that you have an up to date LinkedIn profile. Your LinkedIn profile is pretty similar to writing an online CV. However, the digital technology aspects of LinkedIn offer some other useful features including endorsements.
- ✚ Ask people you know, whether it is your manager, colleagues, customers, suppliers or friends to write a few positive words about your work capabilities on your LinkedIn page. You can make suggestions for the kind of thing you would like them to write.
- ✚ LinkedIn is not a replacement for a conventional CV but it has become a very useful, if not essential, complement to it.

Twitter

- ✚ Twitter is a public platform for people to post and exchange short messages. People use it to interact with other people or organizations they find interesting or useful, including attaching links or photos that they want to share with their Twitter community.
- ✚ When using Twitter in your job search, be professional! Twitter is a very informal medium but do remember that if you are trying to attract the attention of recruiters and others in your field, then you must represent yourself in an attractive and professional light.
- ✚ You don't have to tweet yourself – you can just follow companies or topics and re-tweet. You can use your own tweets to show your interest in a particular career and tweet about current affairs in the sector you wish to work in.
- ✚ Your Twitter profile should include a professional looking photo, an appropriate bio and a link to your CV, LinkedIn profile or website. Twitter is much more informal than LinkedIn or conventional CVs, but you should not underplay your skills and expertise.

Facebook



- ✚ This social networking website allows users to create a personal profile, add other users as friends, and exchange messages within its community framework. You can also join groups, organize events and share photos and videos.
- ✚ Although it's a very informal medium and largely used by people for connecting with friends and family, it is increasingly being used by organizations for more commercial reasons. On Facebook the boundaries between the personal and the professional can be very blurred, so make sure that you are always aware of what information about you can be accessed and by whom.
- ✚ From a career perspective, Facebook can be useful as it's an easy way to ask your personal connections for information and advice about your career or job search and can also provide a resource of information on both individuals and companies.

What HR managers are interested in when checking social media profiles:

- Hints of drug- or alcohol misuse
 - Discrediting photos
 - Communications competence
 - Defamatory statements
 - Wrong qualifications
 - Hints of criminal offences
 - Confidential information
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- ✓ Before you post any information in your own name on the web, consider whether you would be happy to have this information published in a national newspaper where your family, friends, current and future employers could see it. If not, then change it!

Benefits of using social media:

- ✓ You can apply for advertised roles easily and quickly
 - ✓ You are more visible to recruiters who are using social media to advertise their jobs and source candidates
 - ✓ You can build your network and engage with a wider audience across multiple social channels
You can create positive PR by presenting testimonials, endorsements and presentations of your work onto your social media accounts, blog and/or website
 - ✓ You can speak to recruiters, head-hunters and prospective employers throughout your job search by engaging with them across all channels in real time
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Social Entrepreneurship



What is a Social Enterprise?

- ✚ Social enterprises combine social goals with an entrepreneurial spirit.
- ✚ A social enterprise is an operator in the social economy whose main objective is to have a social impact rather than make a profit for their owners or shareholders.
- ✚ It operates by providing goods and services for the market in an entrepreneurial and innovative fashion and uses its profits primarily to achieve social objectives. It is managed in an open and responsible manner and, in particular, involves employees, consumers and stakeholders affected by its commercial activities.
- ✚ Many operate in the form of social co-operatives, some are registered as private companies limited by guarantee, some are mutual, and a lot of them are no-profit-distributing organizations like provident societies, associations, voluntary organisations, charities or foundations.

The European Commission's Small Business Initiative definition of a social enterprise incorporates three key dimensions:

- ✓ An entrepreneurial dimension, i.e. engagement in continuous economic activity, which distinguishes social enterprises from traditional non-profit z/social economy entities (pursuing a social aim and generating some form of self-financing, but not necessarily engaged in regular trading activity);
- ✓ A social dimension, i.e. a primary and explicit social purpose, which distinguishes social enterprises from mainstream (for-profit) enterprises;
- ✓ A governance dimension, i.e. the existence of mechanisms to 'lock in' the social goals of the organization. The governance dimension, thus, distinguishes social enterprises even more sharply from mainstream enterprises and traditional nonprofit organisations/ social economy entities

Areas of operation

Despite their diversity, social enterprises mainly operate in four fields:

- ✓ Work integration: training and integration of people with disabilities and unemployed people.
- ✓ Personal social services: health, well-being and medical care, professional training, education, health services, childcare services, services for elderly people, or aid for disadvantaged people.



- ✓ Local development of disadvantaged areas : social enterprises in remote rural areas, neighborhood development/rehabilitation schemes in urban areas, development aid and development co-operation with third countries.
- ✓ Other - including recycling, environmental protection, sports, arts, culture or historical preservation, science, research and innovation, consumer protection and amateur sports

Impacts of Social Enterprises

- ✓ Bringing forth societal change: Social entrepreneurs create businesses in a variety of industries that can have a positive impact on society
- ✓ Innovation / new goods & services: Social enterprises develop and apply innovation important to social and economic development and develop new goods and services
- ✓ Job creation: As business owners, social entrepreneurs benefit the economy by generating jobs and income
- ✓ Environmental impacts: All organizations have an impact on the environment. A social enterprise has to ensure that its impact does not have an adverse or negative effect.

Barriers and constraints to the development of Social Enterprises

- Poor understanding of the concept of social enterprise was cited as a key barrier by the majority of stakeholders across Europe. For example, in some countries the public associates the term 'social enterprise' with the activities of charities or work integration of disadvantaged and disabled people, and not entrepreneurship.
- Lack of supportive legislative frameworks: The lack of legal recognition of social enterprise in many countries makes it difficult for authorities to design and target specialist support or fiscal incentives for social enterprises;
- Access to markets: Inadequate use of social clauses, current public procurement practices (large contract sizes, disproportionate prequalification requirements, etc.), payment delays all reportedly make it difficult for social enterprises to effectively compete in public procurement markets;
- Access to finance: Conventional investors and lenders do not typically understand the dual purpose and hybrid business models of social enterprises.
- Absence of common mechanisms for measuring and demonstrating impact: Currently measuring or reporting of social impact by social enterprise in most countries is very limited (except where mandatory).

Checklist: the Characteristics of a good Entrepreneur



In order to be a **successful entrepreneur**, it is important to **possess these qualities...**

- ✓ Creativity: The ability to think differently, to find innovative solutions where others do not see any change possible, is a major quality needed to lead a social enterprise.
- ✓ Self –Confidence: Being confident allows people to follow their intuition, and create solutions where others have not dared to try. It is a key success factor for social entrepreneurs.
- ✓ Determination: Rather than giving up, social entrepreneurs look critically at their project or business and accept feedback, changing it to become better
- ✓ Social Heart & Enterprise mind: Social entrepreneurs start a company because they are burning with a social mission. A desire to improve the lives of their peers and their community is a characteristic that encourages social entrepreneurs to continue their work.
- ✓ Leadership: The ability to convince others to join the movement is key to be inspiring and thus have a broad impact.
- ✓ Understand the risks and know how to mitigate them: Social entrepreneurship perhaps has more risk than conventional entrepreneurship, and takes longer to achieve success. The best social entrepreneurs don't let their social mission blind them to the harsh truths of running an enterprise.
- ✓ Networking skills: Social entrepreneurs know they are not alone when creating their innovation. The success of projects depends not just on a single strong leader, but the team working with that innovator. Know when to delegate: Delegating helps founders focus on other critical tasks like the long-term strategy
- ✓ Value Learning: Long term success requires that you are constantly learning. Industries constantly change and evolve -- only those that are also growing through constant learning will stay ahead
- ✓ Ability to sell and promote: knowing how to sell is an essential part of being a successful business owner. Explaining what it is that makes your product or service a solution to a problem is mandatory.

Obtaining Funding for your Business

EU Funds

- ✚ The European Investment Fund (EIF) is part of the European Investment Bank group. Its central mission is to support Europe's micro, small and medium-sized businesses (SMEs) by helping them to access finance.
- ✚ Under the European Program for Employment and Social Innovation (EaSI), the European Commission supports microfinance and social entrepreneurship finance with an overall envelope of EUR 193 million for the period 2014-2020. The aim is to increase access to



microfinance, i.e. loans of up to EUR 25 000, in particular for vulnerable persons and microenterprises.

- ✚ The Employment and Social Innovation (EaSI) programme is a financing instrument at EU level to promote a high level of quality and sustainable employment, guaranteeing adequate and decent social protection, combating social exclusion and poverty and improving working conditions.
- ✚ The EaSI Guarantee Instrument is funded from the EaSI Program and is specifically dedicated to microfinance and social entrepreneurship. One of its key objectives is to increase the availability of and access to finance for vulnerable groups wishing to launch their own enterprises, micro-enterprises and social enterprises, both in their start-up and development phases.

[How does the EaSI Guarantee Instrument work?](#)

EIF does not provide financing directly to micro-entrepreneurs or social enterprises. Through the EaSI Guarantee Instrument, the EIF offers guarantees and counter-guarantees to financial intermediaries, thereby providing them with a partial credit risk protection for newly originated loans to eligible beneficiaries. Intermediaries are selected after an application under a call for expression of interest followed by a due diligence process. Once selected by EIF, these partners act as EaSI financial intermediaries, and start originating loans to eligible beneficiaries within the agreed availability period.

Can I benefit from a microloan?

Yes if you:

- ✓ want to become self-employed or set up/develop a microenterprise (fewer than ten employees), particularly a social enterprise
- ✓ are unemployed
- ✓ have taken time out of the labour market
- ✓ have difficulty getting conventional credit (because you're: female, considered too young or too old, a member of a minority group, or you have a disability, etc.)

Friends & Family: This is likely the most common funding source for a social enterprise as it can be the easiest and least time-consuming. On the downside, acquiring funding this way can and often does result in unforeseen problems since friends and family usually don't have an appropriate understanding of the risks involved with investing or lending money, particularly when it comes to startups.

Business Incubators: are organizations geared toward speeding up the growth and success of startup and early stage companies. They're often a good path to capital from angel investors, state governments, economic-development coalitions and other investors. Many have potential capital to invest, or links to potential funding sources.



Direct Loans: Social enterprise funding is available through direct loans (both secured and unsecured). The term, security and interest rate varies depending on the creditor as well as your enterprise's needs.

Crowdfunding

Crowdfunding is a way of financing your social enterprise by collecting small amounts of 'contributions' from a large number of people. You publicly share your social enterprise idea and people can donate money toward your financial goal if they believe in what you're doing.

Crowdfunding comes in **several forms**, including:

- ✓ Rewards-based crowdfunding, where each funder receives a good, service, or other perk in exchange for their money;
- ✓ Equity crowdfunding, where the funder gets a piece of the pie;
- ✓ Debt crowdfunding, where the funder receives a promise to be repaid with interest;
- ✓ Donation-based crowdfunding, where the funder gives a gift to the venture, which can be tax deductible in the nonprofit context.

Digital Tools for Business

- ✓ A digital tool for business is any digital tool which is used to achieve a business objective, for example: Social media to market a service or product
- ✓ App to manage accounts
- ✓ Mailshot system to communicate news
- ✓ App to manage time and work tasks

Wavapp: It is a free digital accountancy tool which offers overview of finances, and allows you to upload receipts/bills/invoices and calculates your profit, loss, expenditure etc. It does the book-keeping and all financial documents are uploaded and secure.

Trello: is a free project management tool, ideal for managing a business, a team and yourself. It can be used as a dashboard on a computer or as an app.

Mailchimp: is an easy to use communication tool for managing contacts and for sending out free mailshots. It provides professional designs and is useful for updating and communicating key information to partners/customers